

## APPLICATION DATA SHEET

### APPLICATION INFORMATION

Application Type::	REGULAR
Subject Matter::	UTILITY
CD-ROM or CD-R?::	NONE
Title::	METHOD OF ASSESSING THE COST EFFECTIVENESS OF ADVERTISING
Attorney Docket Number::	240148US56
Total Drawing Sheets::	11

### INVENTOR INFORMATION

Applicant Authority Type::	INVENTOR
Primary Citizenship Country::	United Kingdom
Status::	FULL CAPACITY
Given Name::	Andy
Family Name::	Pearch
City of Residence::	London
Country of Residence::	United Kingdom
Street of Mailing Address::	65 Ulleswater Road
City of Mailing Address::	London
Country of Mailing Address::	United Kingdom
Postal or Zip Code of Mailing Address::	N14 7BN

Applicant Authority Type::	INVENTOR
Primary Citizenship Country::	United Kingdom
Status::	FULL CAPACITY
Given Name::	John
Family Name::	Billett
City of Residence::	London
Country of Residence::	United Kingdom
Street of Mailing Address::	22 Vincent House Vincent Square
City of Mailing Address::	London
Country of Mailing Address::	United Kingdom
Postal or Zip Code of Mailing Address::	SW1P 2NB

### CORRESPONDENCE INFORMATION

Correspondence Customer Number:: 22850

REPRESENTATIVE INFORMATION

Representative Customer Number:: 22850

ASSIGNMENT INFORMATION

Assignee Name:: BCMG Limited  
Street of Mailing Address:: Alhambra House  
27-31 Charing Cross Road  
City of Mailing Address:: London  
Country of Mailing Address:: United Kingdom  
Postal or Zip Code of Mailing Address:: WC2H OAU